



AIANTA

American Indian Alaska Native
Tourism Association

Introducing America's First Nations to the World

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American Indian Tribes Market Tribal Destinations at World's Largest Travel and Tourism Show

February 27, 2012

(BERLIN) American Indian tribes that own tourism destinations will attend the largest travel marketplace in the world at ITB, Berlin, Germany, March 7-11, 2012. Sponsored by the American Indian Alaska Native Tourism Association (AIANTA), the unified Discover Native America Trade Show booth maximizes exposure for eight Native American tourism destinations and businesses, and generates the highest possible interest from international tour operators and travel agents by showcasing Native American culture under one banner.

ITB showcases tourism products and destinations to tour organizers and potential visitors from all over Europe. In 2011, ITB attracted more than 111,000 trade professionals during the week and drew more than 169,000 travel consumers over the weekend, a total of 280,000 visitors. This massive attendance is a catalyst for European travel to the United States and Europeans, especially Germans, prefer U.S. tour packages that include eco-friendly outdoor adventures and Native American cultural experiences.

ITB Berlin is a driving force in the international travel industry, generating exhibitor sales of about six billion Euros and an exhibitor satisfaction rate of 92 percent.

The ITB 2012 Discover Native America booth will feature Keepers of the Sacred Tradition of Pipe Keepers from the Northern Plains, Tulalip Tribes representing the Pacific Northwest, Navajo Nation Hospitality Enterprises, Monument Valley Tours, and Monument Valley Simpson's Trailhandlers Tours all representing the Southwest Region.

Discover Native America booth, which won an award in 2011, is located within the Discover America Pavilion. The booth features display space, meeting areas, large panel television and a stage to showcase Native American culture and demonstrations such as weaving, beading and construction of Native regalia and instruments, live dance/music performances and storytelling. This attracts international TV channels, radio stations, magazines, and newspapers. In addition to international news agencies, more than 8,000 journalists from 90 countries attend ITB.
